

**ANALYSIS OF THE INFLUENCE OF SERVICE AND PRODUCT QUALITY ON
REPURCHASE INTENSITY THROUGH CUSTOMER SATISFACTION
MEDIATION OF THE NASI JAMBLANG MANGDUL EATING HOUSE**



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Abstract

In an era of increasingly sharp competition, marketers need to improve product quality and service quality to emerge as winners in the competition. Nasi Jamblang is a typical Cirebon culinary dish characterized by the use of teak leaves as a wrapper or serving dish. The name Jamblang itself is the name of an area in Cirebon district. Nasi Jamblang has a variety of side dishes, including fried chili sauce, vegetable tofu, lungs, liver or meat stew, pergedel, potato satay, omelet, fried egg, fish stew, salted fish, tofu and tempeh, blekutak. The quality of a product is related to function, accuracy, and reliability. This research aims to determine the effect of service level and product quality on consumer satisfaction, which then influences repeat purchase interest at Nasi Jamblang Mangdul Restaurant. The research results obtained by researchers for the very good category were 43%, the good category was 40%, the enough 17%, and the less than 0% category.

Keywords: Nasi Jamblang Mangdul Restaurants, Quality of Service, Quality of Products

INTRODUCTION

Service can be viewed as a system consisting of two main components, namely service operations which are often invisible or unknown to customers, and service delivery which is usually visible or known to customers.(Aprileny et al., 2020). Service quality is an effort to meet consumer needs according to expectations (Juniarti et al., 2022). In this context, service is understood as a service or service offered by a service provider in the areas of speed, relationship, capacity, friendliness, and comfort with an emphasis on the attitude and nature of providing services for consumer satisfaction (Citra Savitri & Flora Patricia Anggela, 2020). In buying and selling transactions, people pay attention to the quality of service provided by the goods or services provider (Romadhoni et al., 2022). Service quality indicators are tangibles, reliability, responsiveness, certainty, and empathy (Kharisma et al., 2023).

Product quality is the main thing to pay attention to in the industrial world because quality provides value to the product and attractiveness from the consumer side (Santoso, 2019). According to (Yulistria et al., 2023) Product quality can be said to be good if the product has good quality and quality materials so that the product quality is as expected by customers and creates a sense of satisfaction among consumers with the products they use (Nia Yuliana & Tri Ratna Pamikatsih, 2023). Product quality is a factor that plays a strategic role in creating customer satisfaction (Widiarta & Mayasari, 2023). Indicators of product quality are freshness, appearance, taste, and food innovation (Tua et al., 2022).

Satisfaction is a feeling of pleasure or disappointment after buying and using a product. The feeling of pleasure or disappointment arises after consumers compare the product they have purchased with other products.(Marpaung & Mekaniwati, 2020). Factors that influence satisfaction include Consumer perceptions of services, service and system support, experience of using services, situational factors, and personal factors of consumers (Widyo Kristantyo, 2021). Indicators of consumer satisfaction are in line with consumer expectations (Sibarani, 2023). Repeat purchases are a form of consumer loyalty and loyalty to a product from a brand or company (Janah & Nugroho, 2023). Repurchase interest is customer behavior where customers respond positively to the quality of a company's service and intend to revisit or re-consume the company's products (Andari & Mathori, 2023).

Repurchase indicators are transactional interest, and referential interest (Sidik Ramdhan, Permata Rahmi, 2023). According to Singgih (2021), Consumer satisfaction is seen from the quality of a product. According to (Mudfarikah & Dwijayanti, 2022), Quality of service is the main key consumer interest. Mediating variables are variables that explain how or why the relationship between independent and dependent variables occurs (Maan et al., 2020). SEM is a statistical technique that can analyze the relationship patterns between latent constructs and their indicators, one latent construct with another, and direct measurement errors (Putlely et al., 2021). This study examines customer satisfaction regarding services and products with customer satisfaction mediation. In this study, SEM software assistance was used to calculate the quality of service and products with the quantity of customer purchases from the questionnaire results.

REVIEW OF LITERATURE

In the competitive landscape of the culinary industry, the importance of service quality and product quality as determinants of customer satisfaction and loyalty has been extensively documented. Service quality encompasses multiple dimensions, including tangibility, reliability, responsiveness, assurance, and empathy, all of which contribute significantly to customer perceptions and experiences (Kharisma et al., 2023). This multidimensional approach to evaluating service quality highlights its critical role in fulfilling customer expectations and fostering satisfaction (Juniarti et al., 2022).

Product quality, on the other hand, pertains to attributes such as freshness, taste, presentation, and innovation, which collectively influence customer perceptions of value and satisfaction (Tua et al., 2022). High-quality products not only meet customer expectations but also create a competitive edge for businesses, as noted by Santoso (2019). Furthermore, consistent delivery of superior product quality strengthens customer loyalty and repeat purchase intentions (Yulistria et al., 2023).

Customer satisfaction emerges as a pivotal mediator in the relationship between service and product quality and behavioral outcomes such as repeat purchase intentions. Satisfaction is defined as a customer's emotional response to the comparison between expectations and the actual performance of a product or service (Marpaung & Mekaniwati,

2020). Factors influencing satisfaction include the perceived quality of service and products, situational contexts, and personal consumer characteristics (Widyo Kristantyo, 2021). Indicators of satisfaction typically align with customer expectations and perceptions of value.

The concept of repeat purchase intention reflects customer loyalty and a positive response to the overall service and product experience (Janah & Nugroho, 2023). It is influenced by transactional and referential interests, which denote the likelihood of customers recommending and revisiting a business (Sidik Ramdhan & Permata Rahmi, 2023).

Statistical techniques, particularly Structural Equation Modeling (SEM), have been widely applied to examine complex relationships among variables, including the mediating role of customer satisfaction. SEM facilitates the analysis of latent constructs and their indicators, providing robust insights into the direct and indirect effects of service and product quality on customer loyalty metrics (Putlely et al., 2021).

In the context of the culinary industry, studies have underscored the need for continuous enhancement of both service delivery and product offerings. For instance, Aprileny et al. (2020) emphasize that service quality should focus on speed, courtesy, and convenience to achieve customer satisfaction. Similarly, innovation in product quality—ranging from ingredient selection to culinary presentation—plays a strategic role in differentiating businesses in saturated markets (Nia Yuliana & Tri Ratna Pamikatsih, 2023).

Research findings also suggest that improving service quality and product quality is not merely about meeting current customer needs but also about anticipating future expectations and fostering long-term relationships (Mudfarikah & Dwijayanti, 2022). As a result, businesses are encouraged to implement iterative quality enhancement processes, informed by customer feedback and market trends, to sustain competitive advantage.

While the existing literature provides substantial insights into the interplay between service and product quality, customer satisfaction, and repeat purchase intentions, gaps remain. Particularly, the contextual variations in customer preferences and the mediating effects of satisfaction warrant further exploration. This study, focused on Nasi Jamblang Mangdul Restaurant, contributes to filling these gaps by investigating the relationships among these variables in a localized culinary setting, thereby offering practical implications for business strategy and management in the restaurant industry.

RESEARCH METHOD

The research for this study was conducted on Jalan Mangunkusumo No.4, Cirebon City, West Java, starting February 2023 until completion. The independent variables (X) are Service Quality (X1) and Product Quality (X2). The dependent variable (Y) repurchases interest. The mediating variable (Y) is consumer satisfaction.

RESULTS AND DISCUSSION

This research was completed by 100 respondents, 54 men, and 46 women with the results below:

Table 1
Range and Indicators

Ranges	Indicator
1 – 2	Not good
2,1 – 3	Enough
3,1 – 4	Good
4,1 – 5	Very nice

This is the stage of testing the model with different criteria values

Table 2
Calculation of Boundary and Conformity Values

Criteria	Test Results	Critical Value Model	Description
X ² Chi-Square	208,876	Small, X ² With df = 71 with $\alpha = 0.05$	Good
Probability	0.000	≥ 0.05	Not Good
CMIN/DF	2.942	≤ 2.00	Not Good
RMSEA	0.140	≤ 0.08	Not Good
GFI	0.787	≥ 0.90	Marginal
AGFI	0.685	≥ 0.90	Marginal
TLI	0.898	≥ 0.95	Marginal
CFI	0.921	≥ 0.95	Marginal

The results above show the value of customer criteria for service and product quality, where a result of ≥ 0.05 is good, and below that is not good.

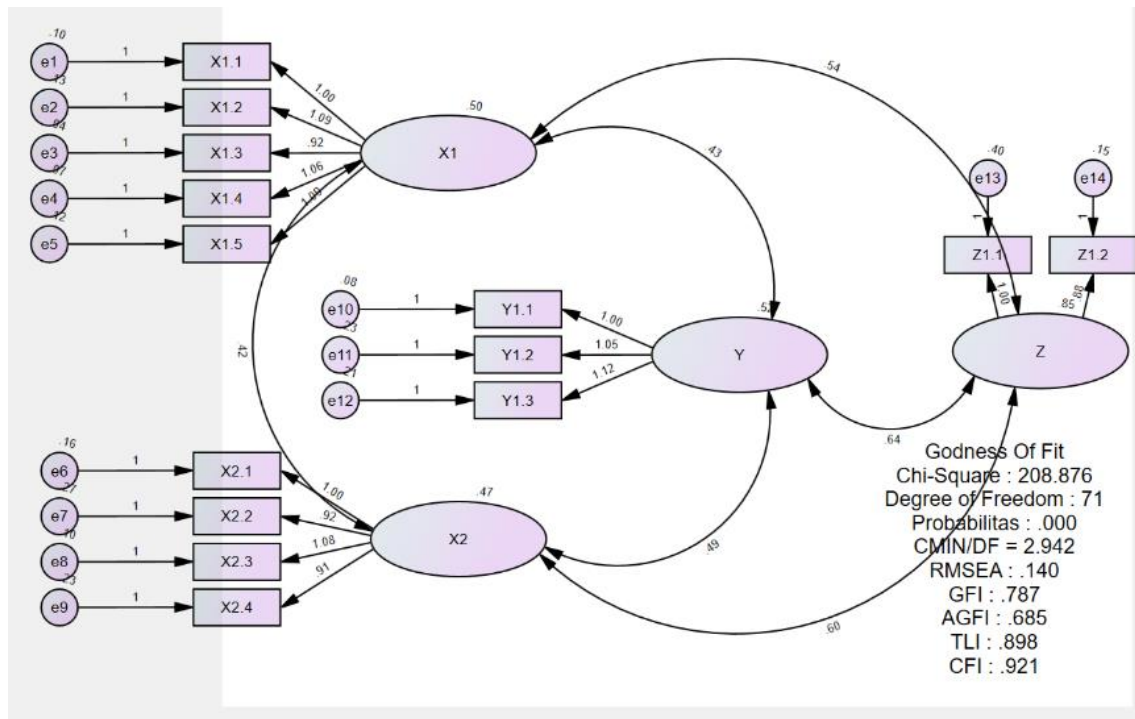


Figure 1
Influence of Buyers to Repurchase Products

The image above shows the relationship between variables and customers which can make it easier to understand the research.

Table 3
KMO Value and Bartlett's Test of Sphericity

Criteria	Result Test	Critical Test	Information
X ² Chi-Square	73.593	Small, X ² with df = 94 with $\alpha = 0.05$	Good
Probability	0.069	≥ 0.05	Good
CMIN/DF	1.291	≤ 2.00	Good
RMSEA	0.054	≤ 0.08	Good
GFI	0.912	≥ 0.90	Good
AGFI	0.838	≥ 0.90	Marginal
TLI	0.985	≥ 0.95	Good
CFI	0.990	≥ 0.95	Good

In table 3 it can be seen that all indicators have met the criteria. Chi-Square obtained a value of 73.593 which can be categorized as good. The probability value of this study is 0.069 with a recommended value of ≥ 0.05 . This indicates that the research model is fit. The CMIN / DF results in this study are 1.291 with a recommended value of ≤ 2.00 indicating that the research model is fit. The RMSEA value of this study is 0.054 with a recommended value of ≤ 0.08 . This indicates that the research model is fit. The GFI value in this model is 0.912, this value is less than the recommended level of ≥ 0.90 so it can be said that the research model is a marginal fit. The AGFI value in this model is 0.838, where this value is less than the recommended level of ≥ 0.90 . So, it is called a marginal fit research model. The TLI value in this study is 0.985 with the recommended value of ≥ 0.90 . This indicates that the research model is fit. The CFI value in this study is 0.911 with a recommended value of ≥ 0.90 , this indicates a marginal fit research model. Based on the overall measurement of goodness of fit above, it shows that the criteria are good because five measurements of goodness of fit are categorized as good. Although there are criteria that are close to the limit, namely GFI, AGFI, and CFI.

	Z1.2	Z1.1	Y1.3	Y1.2	Y1.1	X2.4	X2.3	X2.2	X2.1	X1.5	X1.4	X1.3	X1.2	X1.1
Z1.2	.006													
Z1.1	.004	.007												
Y1.3	.006	.022	.020											
Y1.2	-.008	.082	.036	.013										
Y1.1	.005	.006	-.001	.007	.001									
X2.4	-.021	.022	.044	-.011	.028	.009								
X2.3	.035	.013	.021	.028	.021	.019	.012							
X2.2	.008	.001	.010	.035	.012	-.001	-.013	.002						
X2.1	.022	.043	-.014	.014	-.016	.001	.007	.036	.007					
X1.5	.013	.033	.033	.007	.027	.015	-.005	-.003	.026	.005				
X1.4	-.013	-.008	-.028	-.036	-.002	.001	-.028	.026	.005	.011	.008			
X1.3	.001	.030	.014	-.021	.013	.000	-.015	.006	.017	-.003	.007	.000		
X1.2	.025	.063	.031	-.005	.040	.046	.002	.004	.005	-.006	-.016	-.015	-.015	
X1.1	.005	.006	.009	-.001	.018	.043	.027	.008	.006	.010	-.004	.005	.026	.004

Figure 2
Standardized Covariances

Model estimation is performed if the model results are still not fit. Model modification is performed if the resulting estimate has a large residual value. Model modification can be stopped if the residual value is $-2.58 \leq \text{residual} \leq 2.58$. In Figure 2, there is a standardized residual covariance output for the modification model which shows the residual values produced. From Figure 2, the optimal value results are obtained because all values are within the residual value range of $-2.58 \leq \text{residual} \leq 2.58$.

Table 4
KMO Value and Bartlett's Test of Sphericity

Variable	Servis Quality		Product Quality		Consumer		Repeat Purchase	
	(X1)	(X2)	(X2)	(X1)	Satisfaction (Y)	(Z)	(Z)	(Z)
Indicator	Construct	Error	Construct	Error	Construct	Error	Construct	Error
X1. 1	0.91	0.09						
X1. 2	0.909	0.091						
X1. 3	0.956	0.044						
X1. 4	0.94	0.06						
X1. 5	0.915	0.085						
X2. 1			0.865	0.135				
X2. 2			0.77	0.23				

X2. 3		0.919	0.081		
X2. 4		0.79	0.21		
Y. 1				0.932	0.068
Y. 2				0.845	0.155
Y. 3				0.871	0.129
Z. 1					0.824 0.176
Z. 2					0.904 0.096
∑ Std					
Loading	4.63	3.344		2.648	1.728
∑					
Error		0.37	0.656	0.352	0.272
Reliability					
Construct	0.983032893	0.944586807		0.952199268	0.916512788
Information	Reliable	Reliable	Reliable	Reliable	Reliable

Based on the table above, it can be concluded that all variables, namely the variables of Service Quality (X1), Product Quality (X2), Consumer Satisfaction (Y), and Repeat Purchase (Z) are reliable. These variables can be stated as reliable because the value is more than ≥ 0.70 .

CONCLUSION

From the results above, the conclusion is: that service and product quality do not have an important influence on consumer satisfaction does not have an important influence on repurchase intention, nor does service quality in mediation. Product quality does not have an important influence on repurchase intention based on mediation. The suggestions for restaurants and further research are: Nasi Jamblang Mangdul Restaurant is expected to be

able to improve service quality and product quality better. For the same researchers, it is recommended to provide other variables that are suitable to the existing circumstances. It is hoped that the company will carry out further research over a longer period.

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